

# Fidelity YOU x Virtual Reality

17%

mentioned VR in their overall evaluation\*

33%

mentioned VR as what made them smile\*

45%

mentioned VR as what they would market about program\*

55%

mentioned VR enabled them to network\*

20

average number of people associates felt they expanded their network by

## GOAL 1:

GENERATE POSITIVE BUZZ

"The VR experiences were a highlight and made the first week fun and memorable. **I feel like this program could be a major draw for recruiting top talent.**"

## GOAL 2:

SHOW INVESTMENT IN TALENT

"I really like how the effort to allow us to interact with all of our peers virtually. **It feels good to see that Fidelity is very invested in their employees.**"

## GOAL 3:

BUILD A COMMUNITY

"**It is great feeling as through we are all in the same room** and feels more involved than a zoom meeting."

**DETRACTORS BECAME PROMOTERS**  
over time as adjustments were made

For motion sickness, adjust motion preference  
For headaches, adjust brightness  
For audio issues, adjust volume, use smaller rooms

**Total Cost Per Person: \$783**    **Total Time in VR: 7 hours**

Used for Elevator pitch + branding, Retirement Readiness, Networking + social events. Will be leveraged in Year One.



"Fidelity is taking it to the next level, and we are going to be the first. This is technology that we can use to communicate with our clients, business partners, and internally. How amazing it is that I can take care of my kids, have a career, and **learn from someone across the globe 'in person.'** Wow, mind blown."